

## **ABSTRACT OF THE DISCLOSURE**

[0054] A method and system for providing digital content to consumers utilizing a prepaid digital content medium. The method includes receiving unique identification information associated with a prepaid digital content medium (PDCM) from a consumer distributor of the PDCM. Upon payment for the PDCM by a purchaser, unique identifying information associated with the PDCM is sent to an authentication service provider, and the PDCM is activated based upon the identification information. The authentication service provider sends confirmation of activation of the PDCM to a digital content provider in response to a request for confirmation from the digital content provider, where the digital content provider sends the request for confirmation in response to a request for the digital content by a consumer possessing the purchased PDCM.